

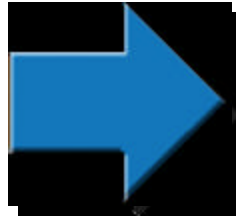


A service of Quest Diagnostics®

QuestTest<sup>TM</sup>  
health tests *you* choose.<sup>TM</sup>

- I. Current Drivers**
- II. Mandatory Building Blocks**
- III. Quest Diagnostics' Approach**
- IV. Early Results and Learning**
- V. Future Drivers**
- VI. Q&A**

## Today's Consumers



- Want control
- Are increasingly educated
- Have access to health information through the Internet

# Health Fairs and Resellers

## Explosion in Direct Providers

**Kroger Pharmacy**  
1(800) KROGERS  
576-4377  
For Pharmacy Locations

**PHARMAC**  
**ALLERGY SCREENINGS**  
THESE CONVENIENT LOCATIONS

**Get The Medical Tests You Need While You Shop**  
Save Time, Save Money, Maybe Even Save Your Life

**Other Tests Available Including:** Prostate Cancer, Alzheimer's Risk, Stroke Risk, Diabetes Risk, Comprehensive Health Profile, C-Reactive Protein, Allergy, Thyroid, Testosterone, Homocysteine, Kidney & Liver Function, And Many Others.

**Screening Dates and Locations**

Date	Location
Apr 25	2325 Summit School Rd., Fort Worth
Apr 25-27	1300 Center Rd., Plover
Apr 26-27	1222 N.E. 4th St., Oklahoma City
Apr 28-May 4	1300 Center Rd., Plover
Apr 28-May 4	2404 N.E. 4th St., Oklahoma City
Apr 28-May 4	3801 N.W. 13th St., Oklahoma City

**Weekday Screenings: 8:00 to 1:00. Saturday Screenings: 8:00 to 1:00.**  
Brought to you by your pharmacists at **Albertsons**

**Bashas' HealthStyles**  
For Today's Lifestyle  
APRIL 2002 ISSUE  
VISIT US ON THE WEB  
<http://www.bashas.com>

**APRIL IS CANCER AWARENESS MONTH**

**SPECIALS**

- Occult Blood test... \$15  
• only offered this month  
(Colorectal Cancer)
- PSA... \$45  
(Prostate Cancer)  
Reg. \$60
- CA125... \$60  
(Ovarian Cancer)  
Reg. \$65

**WOMEN'S MOBILE**

**CANCER FACTS AND PREVENTION TIPS INSIDE!**

**WELLNESS CANCER SCREENING**

- Mammograms... \$91.56
- Breast Cancer Risk Assessments... FREE
- Pap Smears... \$99  
(Cervical Cancer)

**Get The Medical Tests You Need While You Shop**  
**Osco Drug**

**Save Time, Save Money, Maybe Even Save Your Life**

**Check out these incredibly low package prices.**

- \$16 • Osteoporosis Screening**  
All-around test to the bone mass, mineral content, available for women only.
- \$25 • Cholesterol Profile with Blood Sugar**  
Important cholesterol, glucose test, triglycerides, insulin and more in blood sugar.
- \$55 • Women's Health Panel**  
The basic women's health panel is for women concerned about bone health, breast disease, cholesterol profiles, diabetes, gynecology, kidney and liver function, and hydration and mineral levels.
- \$59 • Men's Health Panel**  
The basic men's health panel is for men concerned about prostate cancer, heart disease, cholesterol profiles, diabetes, gynecology, kidney and liver function, and hydration and mineral levels.
- \$135 • Prostate Heart Health Package**  
The prostate heart health package includes a cholesterol profile, homocysteine test, and a C-reactive protein test. These screenings provide a more complete picture of an individual's risk for heart disease than cholesterol alone.
- \$79 • Graceful Aging Package**  
The basic graceful aging package screens for osteoporosis, cholesterol profiles, and homocysteine risk above average.

**Special Offer - \$5 off any test \$25 or more**

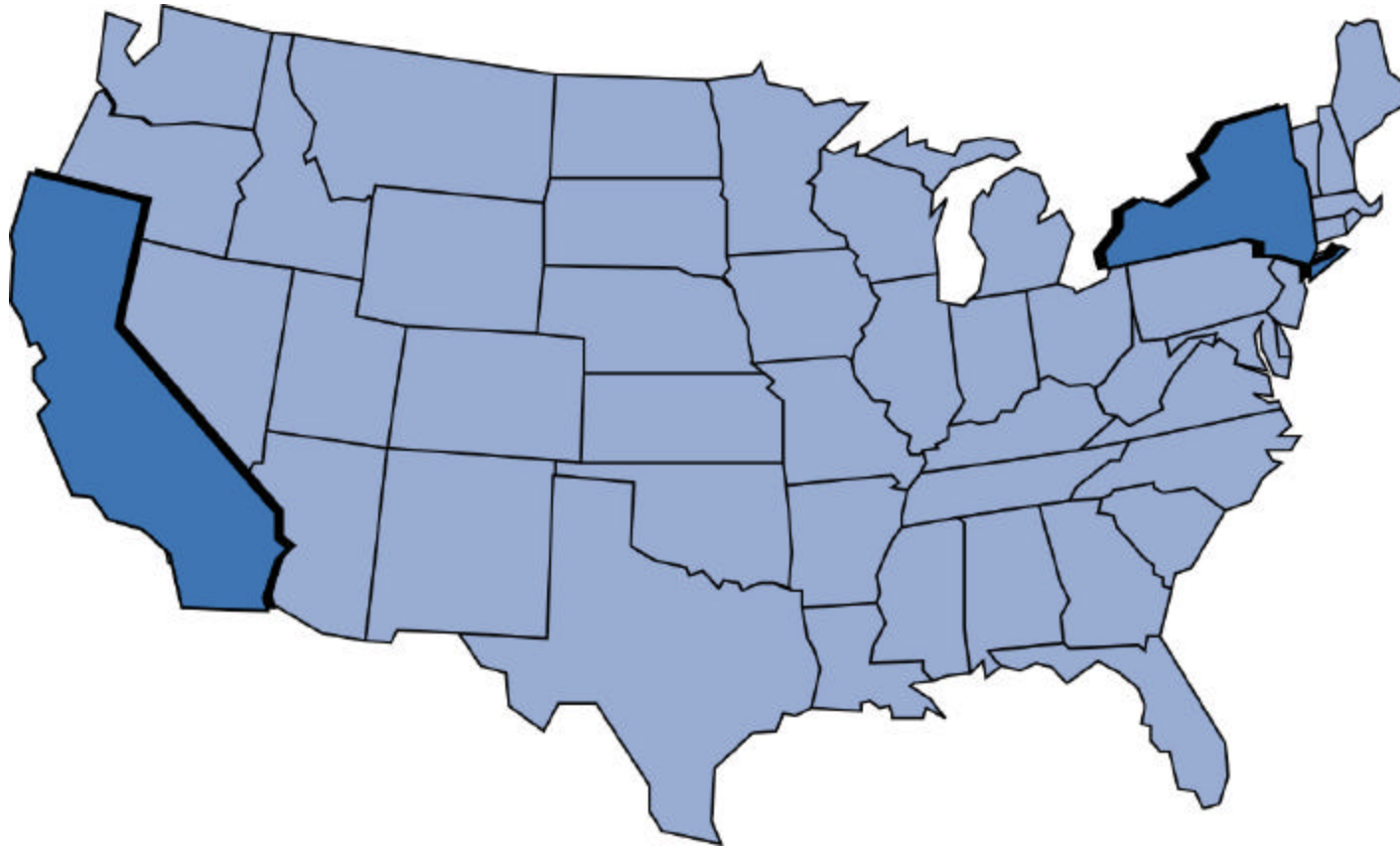
**See Schedules Inside...**



# Home Test Kits



## New Laws Impact Consumer Testing



I. Current Drivers

**II. Mandatory Building Blocks**

III. Quest Diagnostics' Approach

IV. Early Results and Learning

V. Future Drivers

VI. Q&A

# Mandatory Building Blocks





I. Current Drivers

II. Mandatory Building Blocks

**III. Quest Diagnostics' Approach**

IV. Early Results and Learning

V. Future Drivers

VI. Q&A

- I. Tests menu limited to tests appropriate for consumers
- II. Most tests are inappropriate for consumer order
  - Complex medical conditions
  - Difficult to understand or interpret
  - Serious symptomatic illnesses
  - Uncommon medical conditions

## III. Utilize independent physicians

- Review test requests
- Order
- Authorize release of results
- Contact consumer if results are critical
- Provide explanations

## IV. Do not diagnose or treat disease

## V. QuesTest™ services used in context of relationship with physician

## QuestTest™ Services

### Diabetes

- Diabetes Monitoring Panel
- Diabetes Screen

### Drug Screen

- Drug Screen
- THC Screen
- THC Quantitative

### Health Profiles

- Women's Health Profile
- Men's Health Profile
- Men's Health Profile Plus PSA
- Complete Blood Count (CBC)
- Urinalysis

### Allergy Panels

- Food Allergy Panel
- Indoor Allergy Panel
- Outdoor Allergy

## QuestTest™ Services

### Heart Health

- Risk Panel  
(includes Cholesterol)
- Homocysteine

### Infections

- STD Screen
- Hepatitis C

### Specific Conditions

- Gout Screening and Monitoring
- Liver Health Panel
- PSA (Prostate Specific Antigen)
- Thyroid Health Screen

### Other Concerns

- Anemia Screening Panel
- Blood Type
- Pregnancy Test (Blood)
- Nutrition & Vitamin Panel



A service of Quest Diagnostics

**QuesTest**  
health tests you choose.™

[About Us](#) [Site Directory](#) [Privacy Policy](#) **SEARCH:**  [GO](#)

[CUSTOMER SERVICE](#) [LOCATION FINDER](#) [MY INFO](#)

[GET STARTED](#) [TEST MENU](#) [RETRIEVE RESULTS](#) [HEALTH LIBRARY](#)

[QUESTEST PROCESS](#)  
[BENEFITS OF TESTING](#)  
[SERVICES AND EXPERTISE](#)  
[PAYMENT INFORMATION](#)

## Get Started

Take charge of your health


**[Learn how to purchase your tests >](#)**  
Learn about the different types of locations where you can purchase QuesTest™ services.

**[Understand screening tests >](#)**  
See how QuesTest™ services can supplement your existing healthcare and maybe even change how you manage your health and life.

**[Discover our expertise >](#)**  
Find out how QuesTest™ services deliver the quality of Quest Diagnostics, the world leader in laboratory testing.

**[Review payment options >](#)**  
Get information about paying for your QuesTest™ services.


**Request our e-newsletter**



**Where can I buy tests?**

**We take your tests, results and personal information very seriously.**

 **Review our privacy policy >**



[GO TO: HOME](#) | [QUEST DIAGNOSTICS](#) | [QUEST DIAGNOSTICS FOR HEALTHCARE PROFESSIONALS](#) | [ABOUT OUR COMPANY](#)

# Product – Results Report

- Introductory letter
- Topline summary (showing out of range)
- Individual analyte explanations
- Physician-friendly summary

**For Your Health Record** **REPORT**

Mr. Public:  
 This section is for your records or to share with your physician during your next visit.

<b>ORDER#</b> 1040012611	<b>REPORT</b> NA	<b>REPRESENTATIVE</b> Dr. Colander
<b>FULL NAME</b> Jane Public	<b>WEIGHT</b> NA	<b>FACILITY</b> 101 E 17th Avenue
<b>USER NAME</b> public001	<b>AGE</b> 44	Suite 400
<b>DATE COLLECTED</b> 04/05/2001	<b>GENDER</b> F	Denver, CO
<b>DATE OF REPORT</b> 04/05/2001	<b>SMOKER</b> No	Dr. Robert Payne
	<b>ALCOHOL</b> NA	<b>LABORATORY</b> QUEST DIAGNOSTICS INCORPORATED
		1000 E 17th Avenue
		DENVER, CO 80202
		LAB DIRECTOR: Dr. Henry Cho

**TEST RESULTS**  
 Results outside range are highlighted for your convenience.

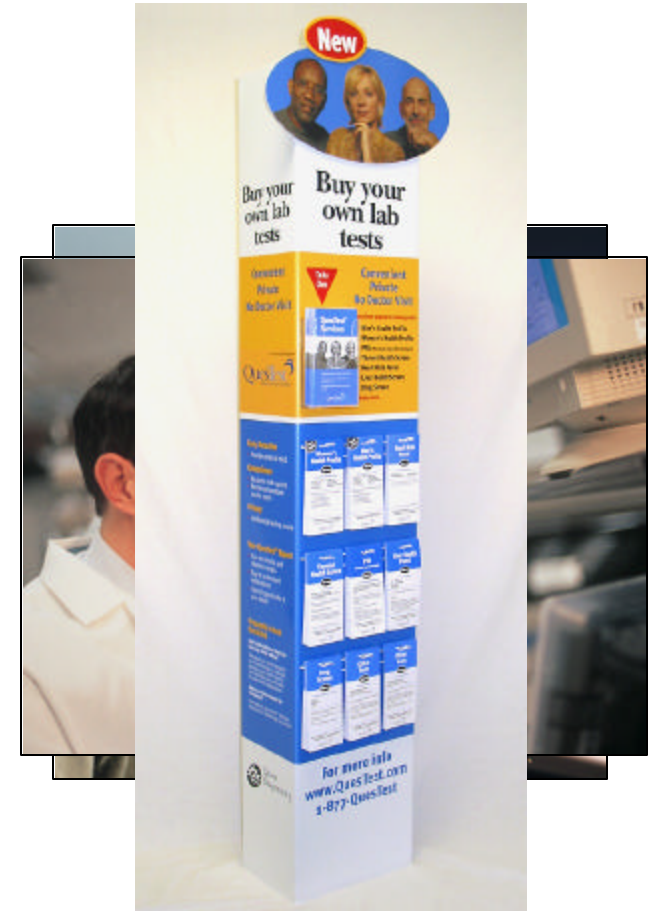
	TEST NAME	REFERENCE RANGE
Low iron	iron	48-155 MCg/dL
	transferrin	18-32 MG/dL
	transferrin saturation	15-50 %
Low hemoglobin	hemoglobin	12.0-15.0 G/dL
	hematocrit	34.0-44.0 %
	mean corpuscular volume (MCV)	86-104 fL
High MCH	MCH	27-34 pL
	MCHC	32-36 g/dL
	RDW	11.6-14.0 %
High hemoglobin	hemoglobin	12.0-15.0 G/dL
	hematocrit	34.0-44.0 %
	mean corpuscular volume (MCV)	86-104 fL
High hemoglobin	hemoglobin	12.0-15.0 G/dL
	hematocrit	34.0-44.0 %
	mean corpuscular volume (MCV)	86-104 fL
High hemoglobin	hemoglobin	12.0-15.0 G/dL
	hematocrit	34.0-44.0 %
	mean corpuscular volume (MCV)	86-104 fL
High hemoglobin	hemoglobin	12.0-15.0 G/dL
	hematocrit	34.0-44.0 %
	mean corpuscular volume (MCV)	86-104 fL

Quest<sup>®</sup>Test<sup>®</sup>

Jane Public, 1040012611

# Delivery Systems – PSC

1. Gets information via ad, Patient Service Center (PSC) display, or web site
2. Registers via call center and receives secure ID for web access
3. Physician network approves order



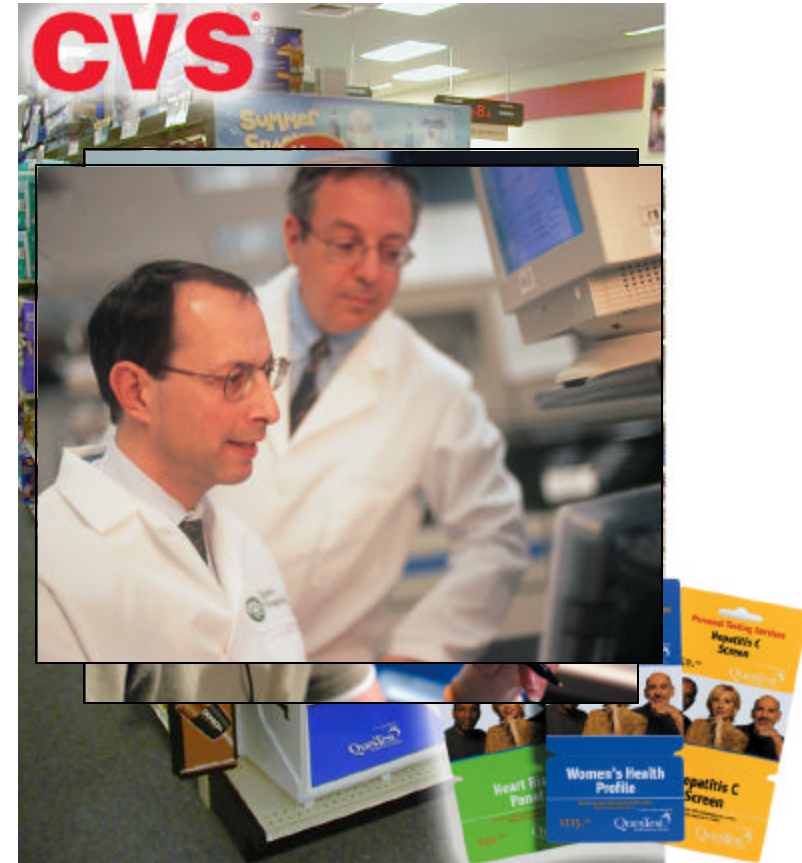
4. Consumer visits PSC, pays and provides specimen
5. Physician network releases results
6. Consumer receives results in mail and/or on-line





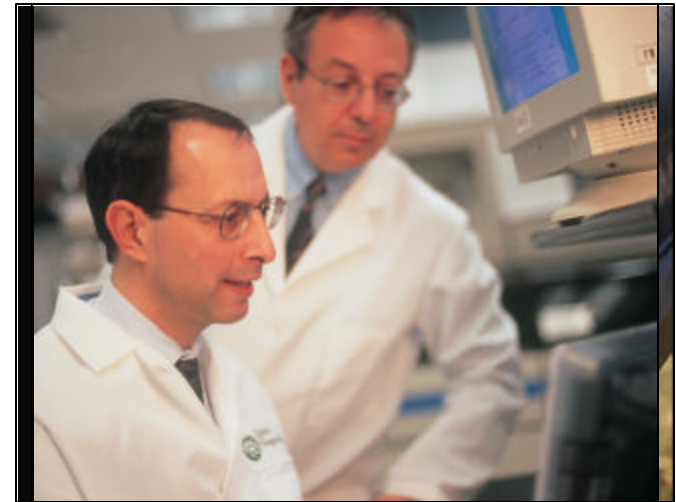
# Delivery Systems – Retailer

1. Purchases card at retailer
2. Registers via call center and receives secure ID for web access
3. Physician network approves order





4. Consumer visits  
PSC and provides  
specimen
5. Physician network  
releases results
6. Consumer receives  
results in mail and/or  
on-line



I. Current Drivers

II. Mandatory Building Blocks

III. Quest Diagnostics' Approach

**IV. Early Results and Learning**

V. Future Drivers

VI. Q&A

# Tremendous Press Interest

- Wall Street Journal
- New York Times
- Time Magazine
- Good Housekeeping
- Heavy local print, radio and TV



**TIME** Good Housekeeping  
**The New York Times**

## Physicians (minimal):

- Free consults
- Consumers not capable
- Bypassing me
- False positives/negatives
- Won't proactively address issues

## Managed Care:

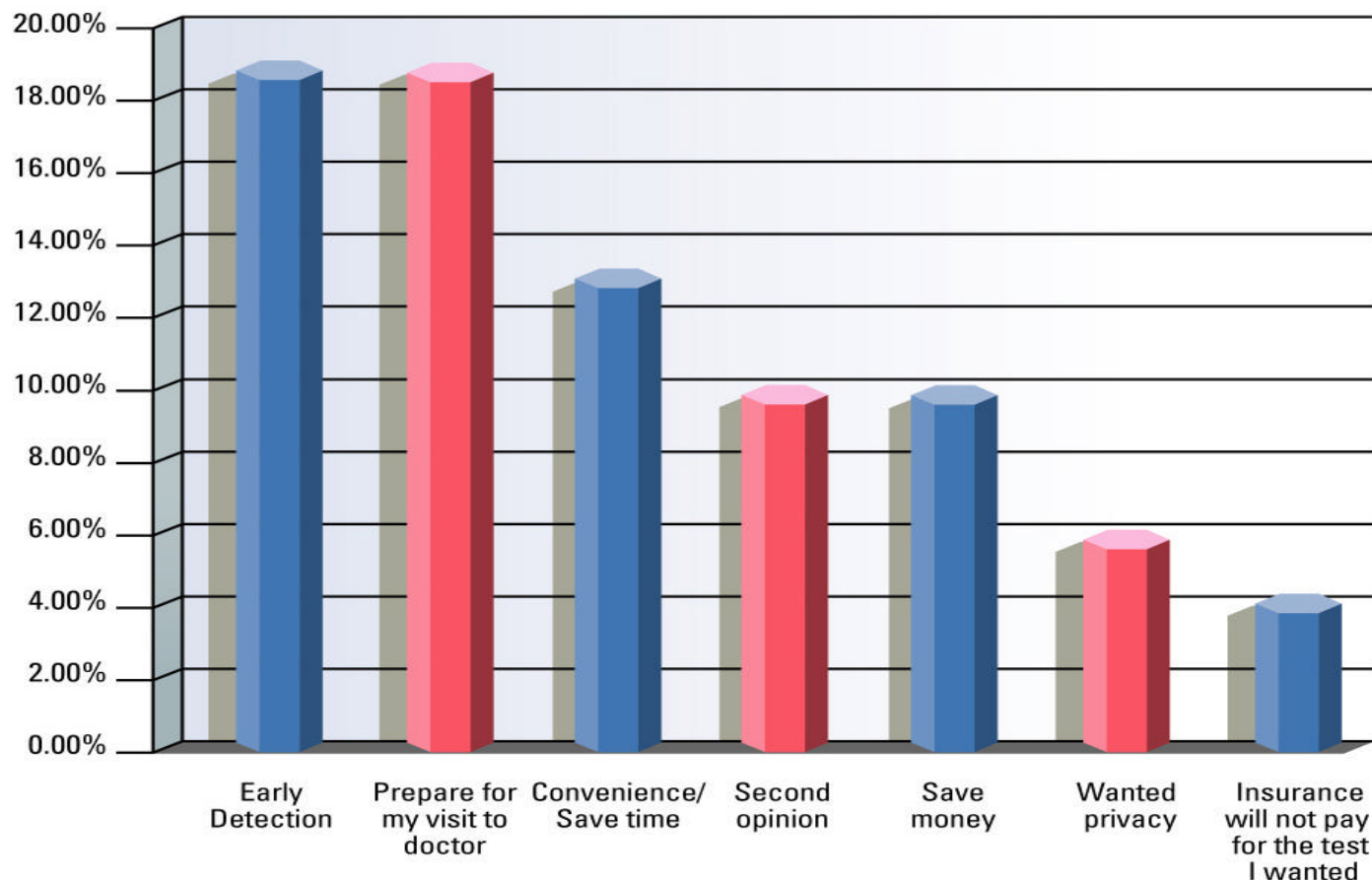
- Primary concern is claim slipping past back office billing



- Upscale
- Older
- Both male and female  
(slight skew male)
- Educated
- Worried-well

# Reasons for Purchase

## Primary Purchase Drivers are Detection, Convenience and Preparation

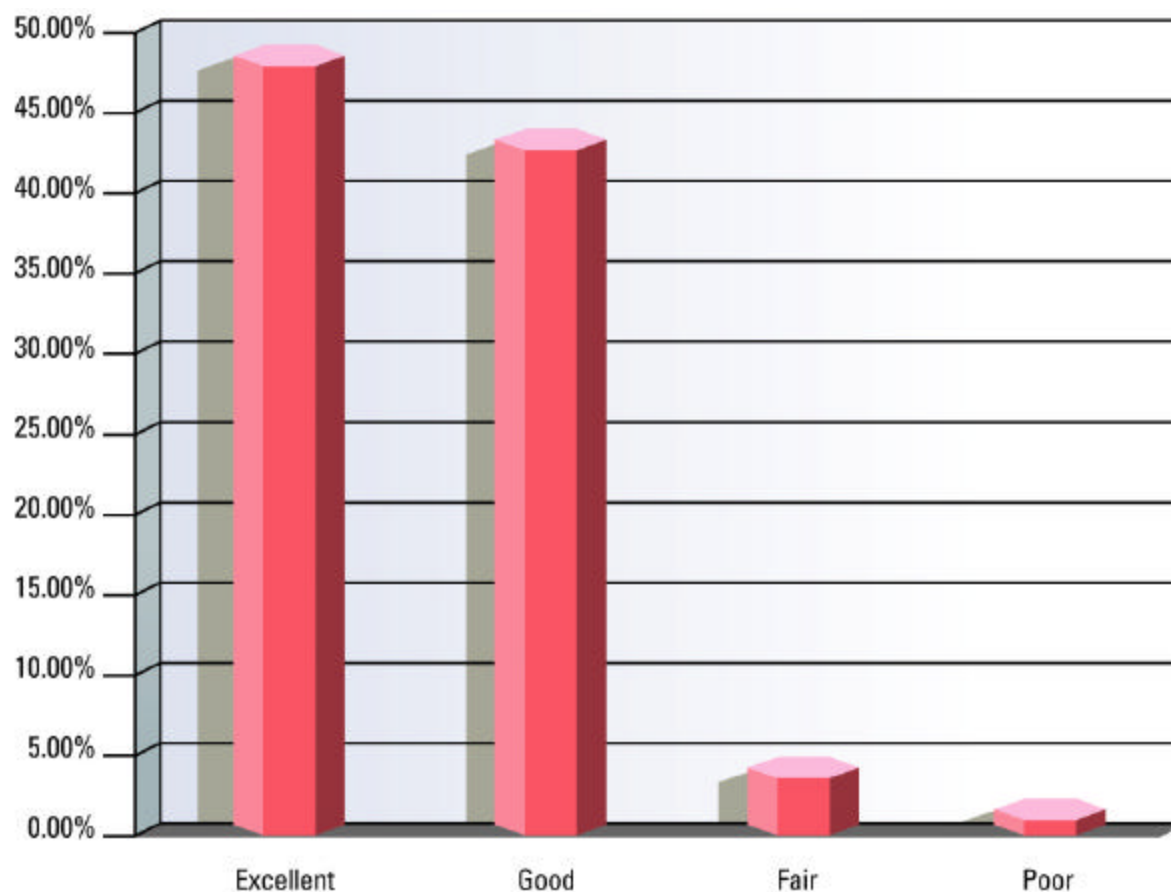


### Other Reasons

- I am worried about my health
- Follow-up test
- Don't have a doctor
- Prior to insurance application/test
- Don't have medical insurance
- Doctor referred
- Don't trust home test kit

# Customer Satisfaction

## High Customer Satisfaction with QuestTest Purchase Experience



**I. Current Drivers**

**II. Mandatory Building Blocks**

**III. Quest Diagnostics' Approach**

**IV. Early Results and Learning**

**V. Future Drivers**

**VI. Q&A**

- Significant penetration of consumer-driven healthcare plans
- Increased pharmaceutical marketing shift from patient/doctor to consumer
- Focused effort by major retailers to develop screening/wellness



- Availability of actionable gene-based testing
- Increased state legislation allowing direct access (could also be limiting)
- Consumer awareness of screening and access to information

**I. Current Drivers**

**II. Mandatory Building Blocks**

**III. Quest Diagnostics' Approach**

**IV. Early Results and Learning**

**V. Future Drivers**

**VI. Q&A**

A service of Quest Diagnostics®

QuestTest<sup>™</sup>  
health tests *you* choose.<sup>™</sup>

